WHITTIER

LOCALE®

Winter/1961

Special Features

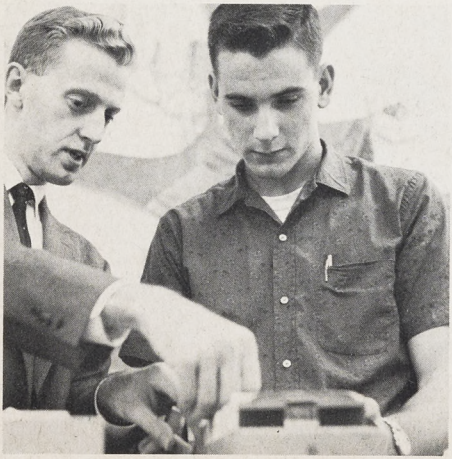
Most Unusual Town

Shake The Dust From Your Travel Dreams

PIC OF THE PEOPLE

Photo capsules of people and events of interest to this Locale

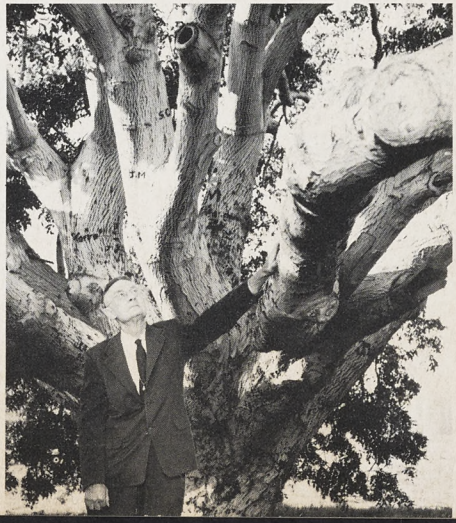
ON THIS SPOT will rise the new building for the Whittier District office of the General Telephone Co. Location: 1247 East Whittier Boulevard; opening date: sometime in mid-1961. Mayor Roy Morris turns the first shovelful of dirt with Whittier officials and businessmen, including Frank Ashleigh, District Manager of the company (right of Mayor) and Douglas Ferguson, President of Quaker City Federal (3rd from 1, 2nd row).



UNIQUE TEAMWORK between the library and Whittier Board of Education makes it possible for students to have the help of teachers. Here John Hyma (1), Pioneer High teacher shows student John Acton the whys and wherefores of a Library Index Card File. Program is arranged for library evening hours (Monday-Thursdays) and Saturday afternoons.

"WHITTIER TO WAIKIKI" sponsored by The Chamber of Commerce. 80 Whittier area residents will leave home town Feb. 11 and head for a week of Hawaiian fun. Anticipating the mid-winter vacation are (l to r) Robt. Dell, Mgr. of Whittier Area Ch. of Commerce; Barrie Duggan, United Airlines; Mrs. Nancy Fox, Fox Vagabond Tours; D. K. Grandey, Pres. of the Ch. of Commerce.

"WHITTIER AREA COMMUNITY BEAUTIFUL" is the name of the organization headed by President Carter Barrett. Here he looks up through the Paradox Hybrid Walnut Tree, a registered State Historical Landmark on Whittier Blvd. A current program is stirring talent and money for needed landscaping for this unusual local attraction.



SHAKE THE DUST FROM YOUR TRAVEL DREAMS

...THE BIGGER THE BETTER

New dimensions in time and space make your chances for world travel better than ever before. The world is shrinking, new concepts in off-season tours are sprouting from every travel agency, and budget plans make it simple for smaller pocketbooks. ■ For the first time in two decades major steamship lines have sliced fares sharply for off-season travel. Exact dates vary and bear investigation through agencies. For instance, European trips are broken into two categories: east-bound (to Europe) off-season from mid-September to end of April; westbound, mid-November to mid-

June. You can save as much as 25% on a round trip to Hawaii between October 1 and March 31. Suffice to say that if you pick a unique date for vacationing, you have a bargain and can travel a few more miles than the fellow confined to traditional June-September dates. ■ There is news of 2 ships under construction in Germany—$200,000,000 liners which will carry passengers across the Atlantic for as little as $50 per person one way. They should be ready within 2 years. The plan hinges on the cost-conscious operation that builds success in hotels. There will be just one class, eliminating triplication of public space, service crews, and kitchens... a 6000 passenger ship will have a crew of 1300 whereas the average has crew and passengers lined up roughly one for one! ■ As with all good things, your Marco Polo-ing will start with the first dollar saved. And when you think of the dollar saved today as tomorrow's view from Eifel Tower, somehow it's easy. Actually the high 4½% earnings paid here could cancel out carrying charges on an installment payment fare. So shake the dust from your travel dream and start planning today.

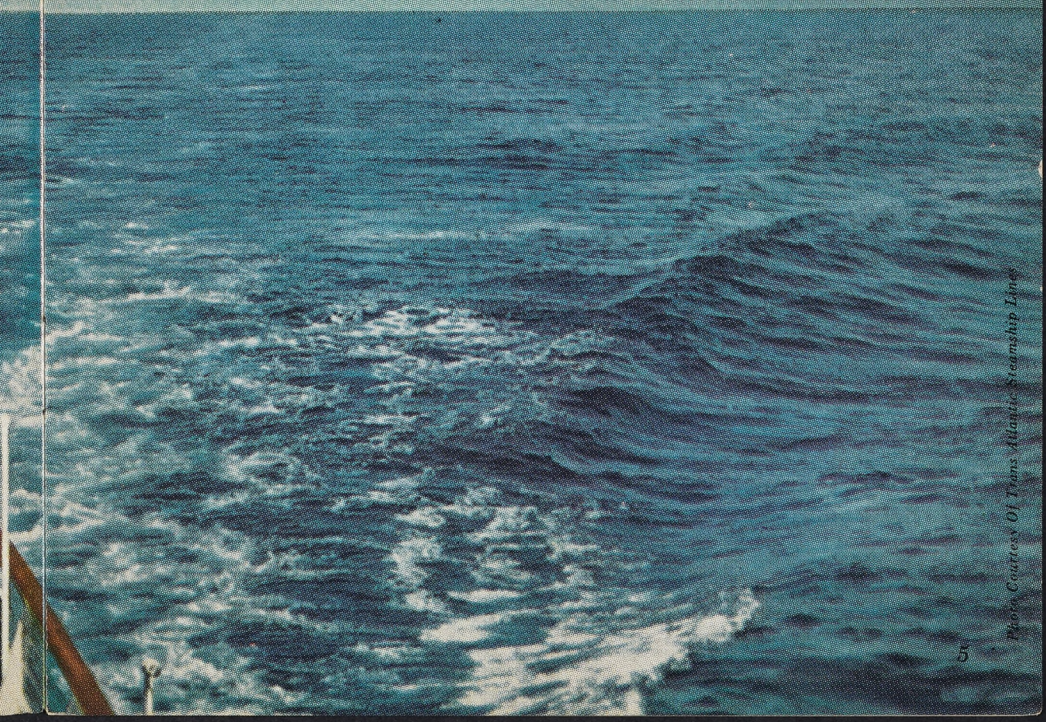
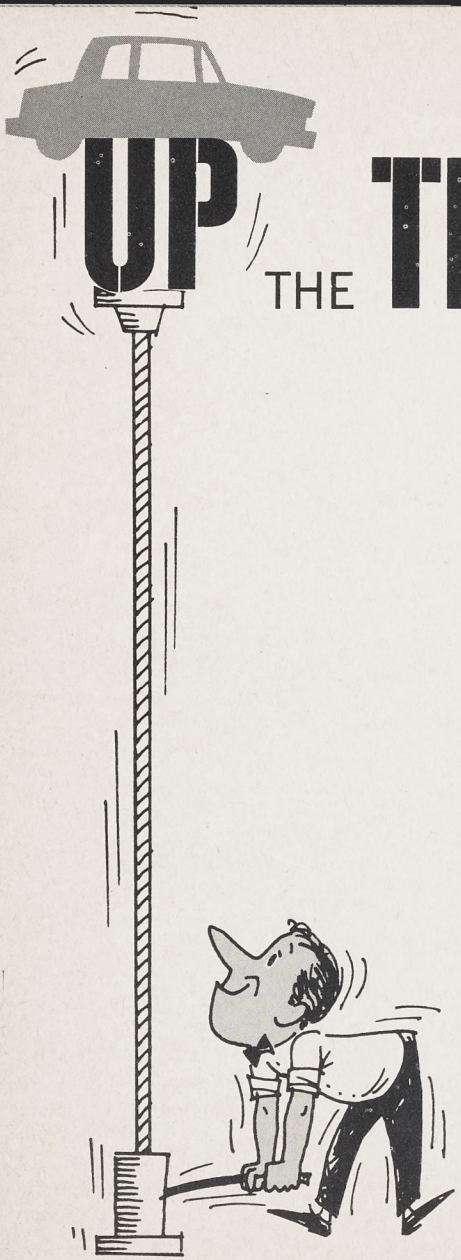


Photo Courtesy Of Trans Atlantic Steamship Lines



UP THE TRADE-IN VALUE ON YOUR CAR

Planning to trade in your old car? According to impartial findings of a prominent finance company, you can get from 10 to 15% more on your old car if it's in sharp, clean condition. Naturally, the smart thing to do is to keep it in tip top shape from the moment you buy it, however, some last minute glamorizing can help boost the trade-in value.

Word has it that this is an especially smart time to buy your new car. The latest models have been around awhile and this means that those inevitable bugs have had a chance to be ironed out since the grand debut. It's well known that holiday periods are not the liveliest

"Cream Puff, Fair Car, or Dog"?

for car lots. The world is preoccupied with the annual Christmas dash and with New Year festivities. This makes a good car deal logical.

You may have your own pet name for the car you've been driving, but when you get it into the hands of the dealer, it falls into just one of three categories:

It's a "Cream Puff" . . . if it's in better than average shape

It's a "Fair Car" . . . if average

It's a "Dog" . . . if you've been careless

Dealers give it close expert inspection. Here's what they look for and some hints for inexpensive preparation:

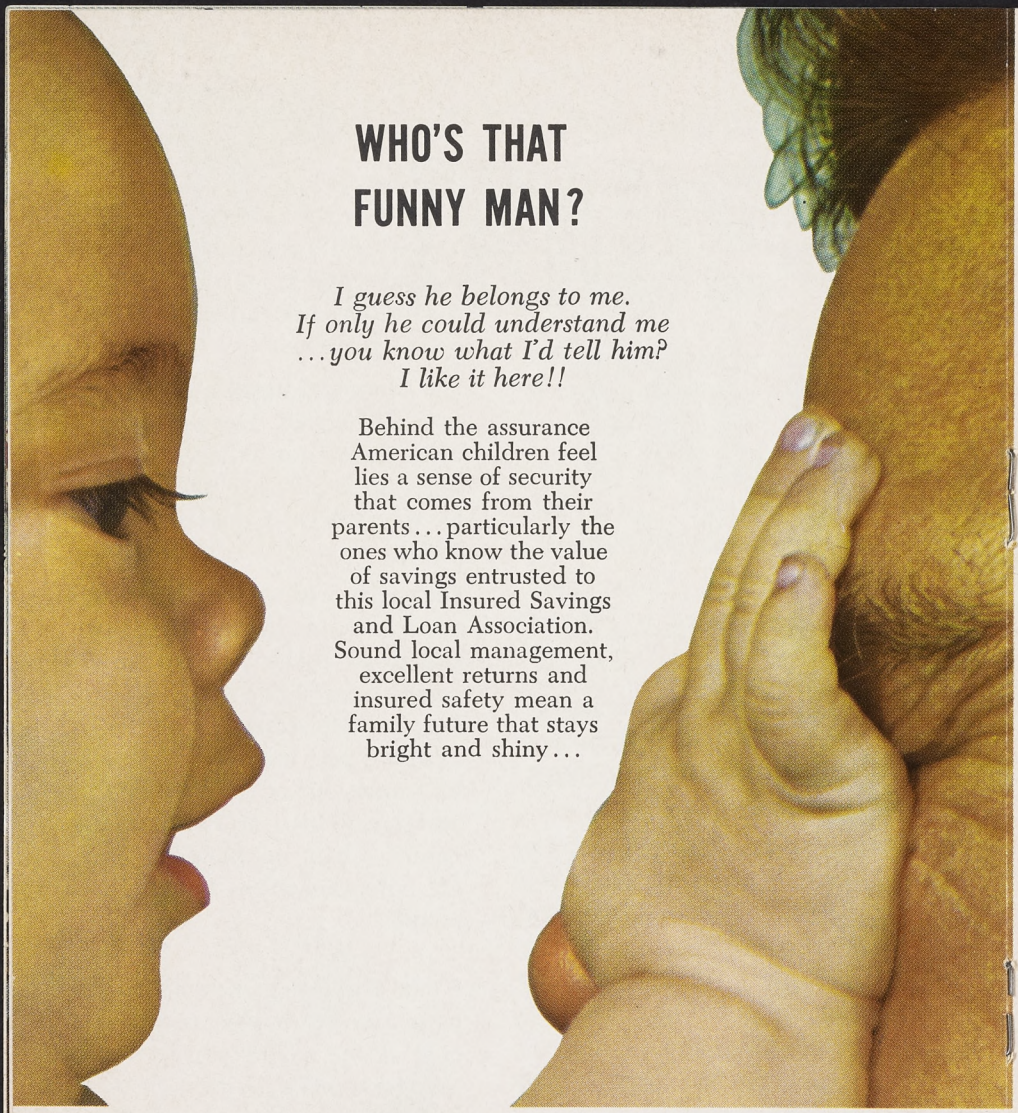
On the body they inspect for scratches and rust spots on fenders, doors, trunk lid, hood and on chrome molding. Touch these up with paints that match. You can buy the paints at auto-accessory stores.

The interior can have a fresh look if you eliminate dirty or faded upholstery with detergent suds (just the suds), and rinse with clean water spiked with a bit of tint dye of the same shade as the upholstery. Torn upholstery can be covered with inexpensive fiber covers. Mend or replace floor and pedal coverings.

The trunk and aerial are clues to over-all neglect. Dealers suspect dirty trunks and crooked aerials. Tidy up trunk and tool storage, fix or replace a loose or bent aerial.

The engine with a raspy idling can sometimes be helped by a fast speedway drive... if the sound comes from sticky valves. A carburetor adjustment, spark plug cleaning and tune-up won't take too much out of your billfold... and they do pay off. Polish up the engine. Clean up oil spills, brush off corrosion from battery and cradle.

A final warning: *be sure not to put your thumbs in your suspenders over all the money you have just spent on repairs. Dealers are wary of the new born "Cream Puff."*



WHO'S THAT FUNNY MAN?

I guess he belongs to me.
If only he could understand me
...you know what I'd tell him?
I like it here!!

Behind the assurance American children feel lies a sense of security that comes from their parents... particularly the ones who know the value of savings entrusted to this local Insured Savings and Loan Association. Sound local management, excellent returns and insured safety mean a family future that stays bright and shiny...

WHERE YOU SAVE DOES MAKE A DIFFERENCE

Quaker City Federal
Savings and Loan Association
135 South Greenleaf Avenue • Whittier, California

a surprise

taste treat

to turn a

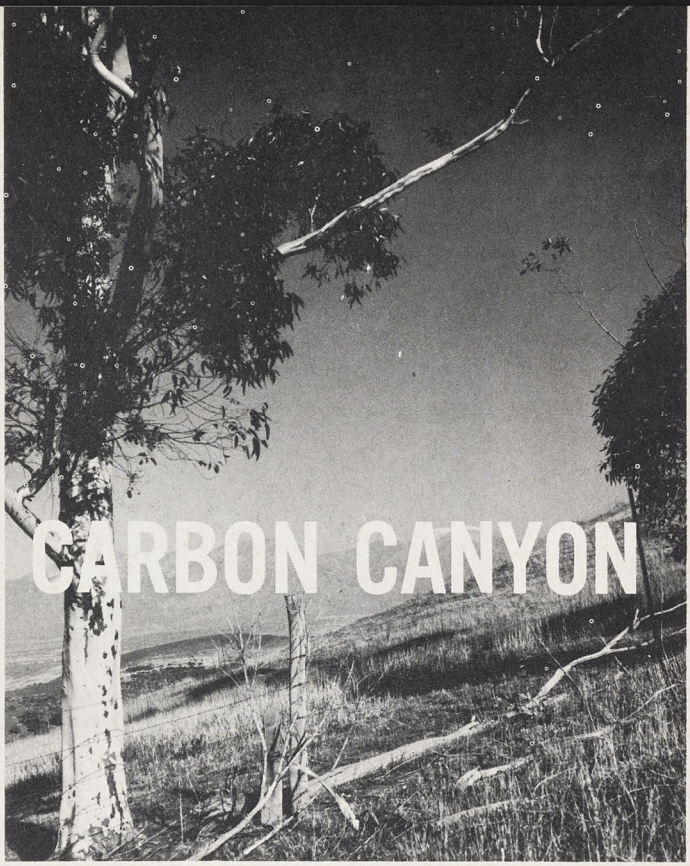
frosty morning warm...

WINTER MORNING MUFFINS

- 2 cups of your favorite biscuit mix
- ¼ teaspoon baking soda
- ½ teaspoon ginger
- 1 egg well beaten
- ½ cup milk
- ½ cup molasses
- 3 cups grated cheese

Mix dry ingredients, combine egg, milk and molasses and add to dry ingredients. Beat only until smooth. Fold in grated cheese. Fill well-oiled muffin tins ⅔ full. Bake in oven (425°) 10 to 15 min. 16 servings.

Why not try a Sunday drive to close-by



CARBON CANYON

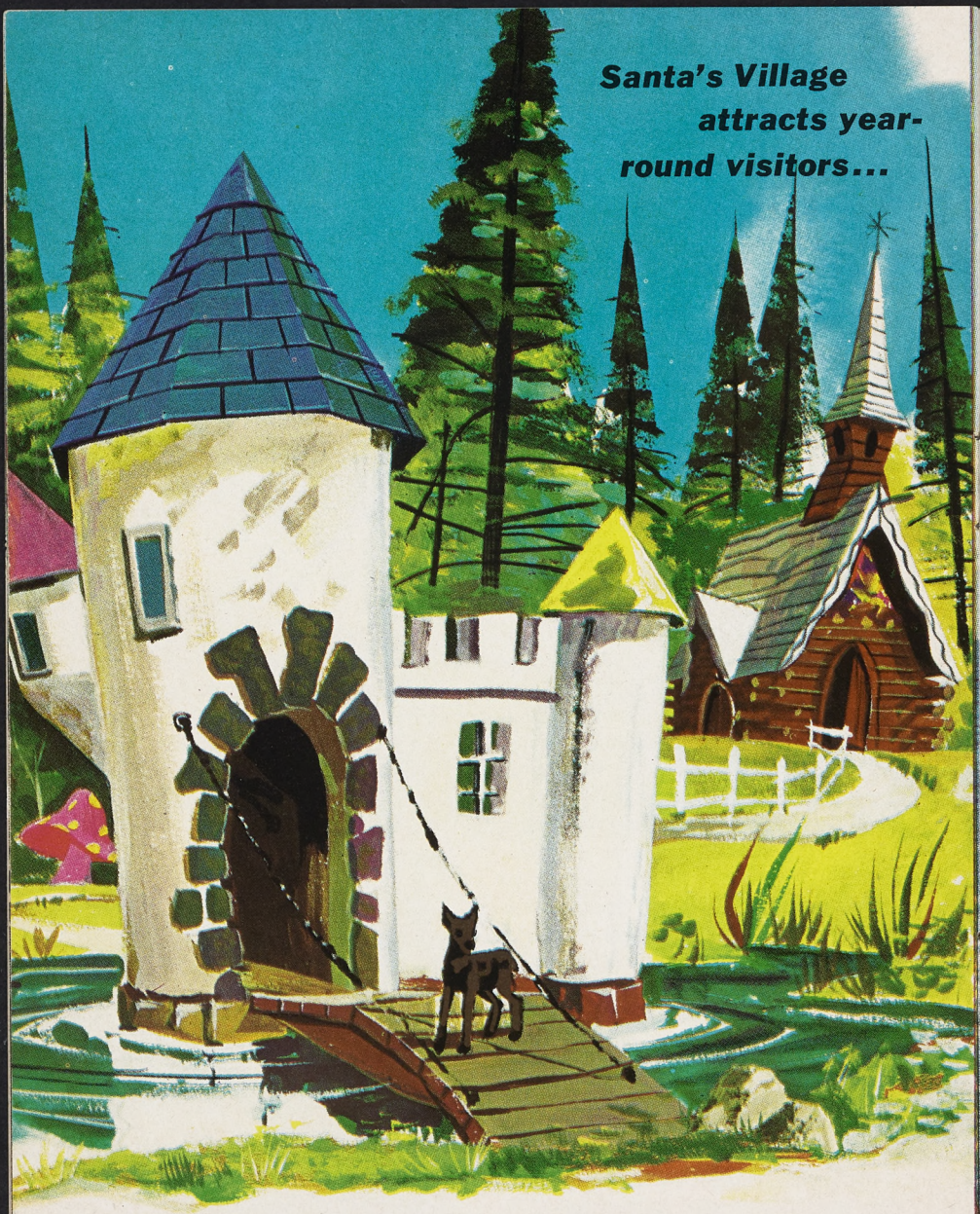
Nestled in the rugged Chino Hills within an hour's drive of Los Angeles between Orange and San Bernardino Counties is charming, woodsy Carbon Canyon. Dual access from main thoroughfares makes the spot a popular scenic circle drive, requiring only a few hours. Actually Whittier residents will find it one of the few short jaunts into rusticity left. There is winding but good road leading from Imperial Highway between Brea and Yorba Linda on the west, or from Highway 71 between Pomona and Chino on the east.

What's there? Groves of giant eucalyptus and liveoaks, circling trails, and an abundance of wildflowers, birds, squirrels—a combination to make city life seem remote. Warm water in the canyon's plunges, open year round, and an equable climate make picnics inviting. A shady stream snakes the narrow canyon and traces the path for a variety of green foliage. At the summit the

road provides a climactic view of Pomona Valley and the mountains beyond. Fine Hereford cattle of the Double B. ranch graze here and add a touch of the old west. As a matter of fact, the canyon is actually a pass connecting two rich agricultural basins—the Pomona Valley and the fertile lowlands of the Santa Ana River, and was a natural route traveled frequently in earlier days by Indians, Spanish vaqueros, Basque sheepherders, the lumbering wagons of homesteaders and groups of migrant fruit pickers.

In the lower corner of the canyon unique hot mineral springs gush continuously, with natural gas pushing the water from the ground at the rate of 36,000 gallons daily. Here La Vida Springs with 2 sparkling plunges, shady picnic grounds and a modern hotel with restaurant caters to tourists.

Even with the coming of progress—sometimes a heavy footed wench—Carbon Canyon remains comparatively unspoiled. Flood control, creeping population, and freeways have spared a delightful place to spend a day, a vacation or a lifetime.



MOST UNUSUAL TOWN

The "most unusual town in the United States"—Santa's Village—is flourishing these days in two separate California locations where story book characters join Santa and his entourage to come charmingly alive in beautiful forest settings.

The exact location of this world of whimsy depends on where you happen to be in the state. In Southern California, head for the Rim of the World Highway (State Highway 18). There, Santa's Village is tucked strategically into the San Bernardino Mountains between Lake Arrowhead and Running Springs. For the northern half of the state, the village glitters under redwood trees about 7 miles north of Santa Cruz —Highway 17, on the Los Gatos Highway.

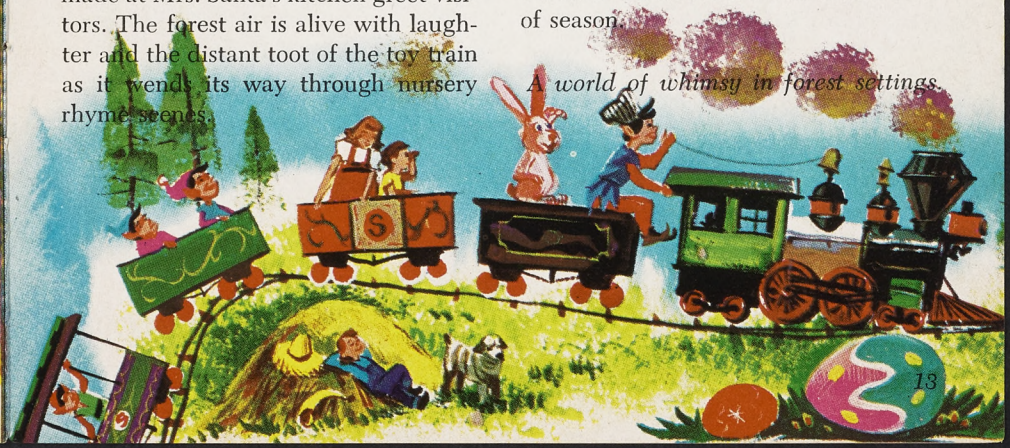
Open 364 days a year, the little Villages are so much more than just a Christmas attraction. Stepping inside the Welcome House, a world of childish wonder opens up and the years melt off like lemon drops. And speaking of lemon drops and more, tantalizing smells from jams, jellies and candies made at Mrs. Santa's kitchen greet visitors. The forest air is alive with laughter and the distant toot of the toy train as it wends its way through nursery rhyme scenes.

Hansel and Gretel, Little Miss Muffett, Peter Pan, and the giant Easter Bunny are only some of the personalities featured. Hungry? Refreshments at the Jack in the Box Snack Bar or the Pixie Pantry are always handy. The Wee Puppet Theatre presents continuous programs, and, of course, all must see Santa's Home, Reindeer Barn, and the Doll House.

Roaming about with the assurance of hosts are dozens of live animals. Goats, small lambs, sheep, perky burros, geese, deer and ducks wander unattended as children feed them with milk obtained from a cart drawn by one of the patient goats.

There is a certain tranquility about these villages. The commercialism often associated with such tourist centers is absent. This is because the Santa legend is highly respected. Indeed, on Christmas day Santa's Village is, as always, shut up tight. The important man is elsewhere!

Pure fantasy knows no limitations... just so, Santa's Village can be a brief sojourn for youth and adults alike into a land of make believe that is never out of season.



A world of whimsy in forest settings.

Q-TALK

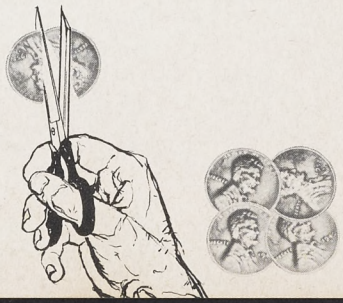
By D. W. Ferguson

President of Quaker City Federal Savings and Loan Association

Year-end figures turn up frequently these days... as my own desk will attest. Some are inconsequential... some worth looking at twice. Here are some top security statistics that should prove interesting:

Assets at Quaker City Federal are now over $35,000,000.00. This means another record dividend will soon be available to our savers; and since all accounts here are insured up to $10,000 by the Federal Savings and Loan Insurance Corporation, this automatically makes each of our savers part of the 14% of the population of the U.S.—the more than 26,000,000 people who are savers or investors in 4,044 institutions insured by this corporation. These end-of-fiscal-year 1960 figures highlight a form of national security.

Imagine your account as one of the many drops that swell into the vast ocean of dollars which in final aggregate reaches $55,000,000,000... over 96% of which is fully covered by insurance. It's this kind of cooperation which makes possible the ultimate debt-free ownership of homes in our nation by almost 7,000,000 families. These are America's front line defenses as we enter a challenging *new decade* ... and just as an aside for those of you who may be murmuring over the use of "new decade" for '61, I invite you to join the happy fracas underway here at the association. Some say a decade did not start with 1960. The 7th decade, they say, begins midnight January 1, 1961. The 1st decade of the 20th century began at 12:00 p.m. on December 31, 1900, ended 10 years later at 12:00 p.m., December 31, 1910. Then there is the camp backed by the dictionary definition that a decade is a period of 10 years... can stop and start as it sees fit! But, since usage has centuries beginning the 1st day of the 1st year (1901, not 1900), and closing the last day of the 100th year, who am I to quarrel with century time-keepers! Suffice to say, we enter the year with new neighbors moving into the White House, and primed for more of our heritage... the pursuit of happiness. We hope a part of this will be regular saving here and the welding of strength through numbers to provide happy homes here in our locale as well as throughout America. Happy Holidays!



Finis ■ A savings and loan association received the following brief, but adequate note enclosed with a final payment on a loan: "Dear Sir: This should make us even. Sincerely, but no longer yours."

Generous ■ Ever wonder how February got short-changed by the calendar makers? It seems some promotional Romans wished to honor Julius and later Augustus Caesar. so they not only named months for the men (July and August), but took a day from February to add to each.

Chivalry ■ Overhead near a teller's counter: one man to another..."Remember that your wife still loves candy and flowers. Let her know that you remember. Speak of them occasionally."

Available ■ Skipper, shouting down from the bridge during a wet crossing: "Is there a macintosh down there big enough to keep two young ladies warm?" Voice from the chartroom: "No...but there's a MacDermott who's willing to try."

"Now, Mr. Fitch, just what kind of crazy improvement do you intend for this—ah, er—pad?"

QUAKER CITY FEDERAL SAVINGS
135 S. GREENLEAF, WHITTIER, CALIFORNIA

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U. S. POSTAGE
PAID
WHITTIER, CALIF.
PERMIT NO. 125

Mr. R. A. Morris
244 E. Philadelphia
Whittier, Calif.

JET AHEAD!
at Quaker City Federal

The fastest . . . the safest . . . way to attain your savings' goals. And with high "tailwinds" of 4½% paid four times a year, the flight is smooth and speedy . . . destinations are sure! Of course, there's no safer way to let your dollars take you places. All accounts are insured up to $10,000 and funds received by the 10th of any month earn from the 1st.

4 1/2%
current annual rate
PAID QUARTERLY

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